

Brisbane Showgrounds

Client Style Guide





Working with our brand

This document sets out some simple rules for presenting the Brisbane Showgrounds brand consistently in the communications and advertising you produce.

Consistency is important. When showing our logo, or mentioning us in any form of communication or advertising, please keep to the approved formats shown here. Don't distort or change them.

Note that, as stated in the Terms and Conditions of your contract, you must comply with the Brisbane Showgrounds Client Style Guide when referring to the Brisbane Showgrounds brand or using the Brisbane Showgrounds logo.

For any questions regarding the use of the Brisbane Showgrounds brand, or to obtain electronic versions of the Brisbane Showgrounds logo in various formats, please contact:

Nicole Clifton | Media & Communications Officer

Brisbane Showgrounds, 600 Gregory Terrace,
Bowen Hills, Brisbane QLD 4006 Australia

E nclifton@rna.org.au

General Principles

Writing our name: **Brisbane Showgrounds**

- ✓ 'B' is always capitalised, as is the first letter 'S' in Showgrounds. Showgrounds must always be one word, no apostrophe 's'.
- ✗ Do not use any of these other incorrect variations:
The Showgrounds, The Brisbane Showgrounds (don't capitalise the 't' in 'the', unless it's at the start of a sentence), Brisbane Showground (without the final 's'), Ekka Showgrounds, Exhibition Showgrounds, Royal Queensland Showgrounds, Brisbane Royal Showgrounds, RNA Showgrounds.

Saying our name: **Brisbane Showgrounds**

- ✓ For radio or TV, a voice-over script would reference our name in the following way: *See you at Example Event, Brisbane Showgrounds, Bowen Hills, Brisbane.*
- ✓ 'The Brisbane Showgrounds' would be correct in the following format: *Example Event returns for 2013 at the Brisbane Showgrounds, Bowen Hills, Brisbane.*

Adding our name and address to your event details:

The correct format is:

*Example Event
10–12 Month 2014
Brisbane Showgrounds
<insert venue name if required>
Bowen Hills, Brisbane, Australia*

If a street address is required, the general main entrance is on **Gregory Terrace**. However, specific venues within the Brisbane Showgrounds may have their entrances on other streets; if this applies to the venue you've booked for your event, it's best to check the correct details with your event/exhibition planner.

Brisbane is worth adding after Bowen Hills if your audience includes residents outside of the Brisbane metropolitan area. **Australia** is worth adding if your communication is aimed at an international audience.

Correct names

The correct names of our venues are listed below, together with some common incorrect variations:

Ernest Baynes Dining Room
Exhibition Building
Expo Place 1
Expo Place 2
Governors Pavilion *Not Govenor's (delete apostrophe)*
John Reid Pavilion
Main Arena
Sideshow Alley
Stockman's Rest *Not Stockmen's (include apostrophe)*
Stockmen's Bar and Grill *Not Stockman's (include apostrophe)*
Royal International Convention Centre *(short form is Royal ICC not RICC)*
Showring 2
The Plaza
Marquee 1
Marquee 2
Building 8
Alexandria Park
The Pavilion

Also note:

For venues whose names begin with 'The' in the list above: these are the only venues to begin with a capital 'T' in 'The'. For all others, a lower case 't' is correct.

'Pavilion' is correctly spelled with only one 'l', not two.

Short form 'Royal ICC' can only be used when the full name has already been referenced.



Our logo

Positive version for use on white, or very pale tint, backgrounds:



Reversed version for use on solid colours:



Brand Colours

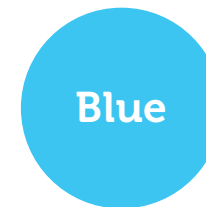


Spot colour
Pantone PMS 381

Process colour
C23 M0 Y89 K0

RGB colour
R138 G241 B80

HEX colour
#CFDD45



Spot colour
Pantone PMS 298

Process colour
C61 M1 Y0 K0

RGB colour
R35 G200 B255

HEX colour
#41B6E6



Spot colour
Pantone PMS 226

Process colour
C0 M95 Y7 K0

RGB colour
R255 G0 B138

HEX colour
#D0006F

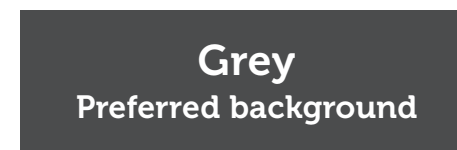


Spot colour
Pantone PMS 485

Process colour
C0 M91 Y100 K0

RGB colour
R255 G55 B0

HEX colour
#DA291C



Spot colour
Pantone PMS 7540c

Process colour
C0 M0 Y0 K85

RGB colour
R77 G77 B79

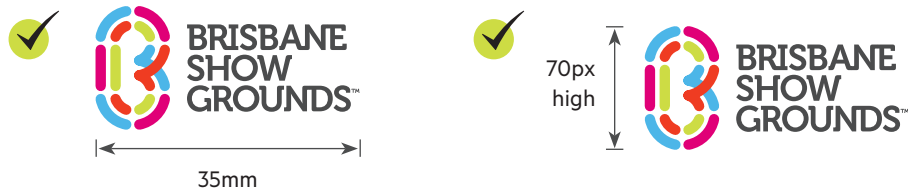
HEX colour
#4d4d4f

Ideal for background use with reversed of logo.



Our logo

The minimum recommended print size of our logo is 35mm wide and for web it is 70 pixels high.



Minimum white space clearance / free zone.

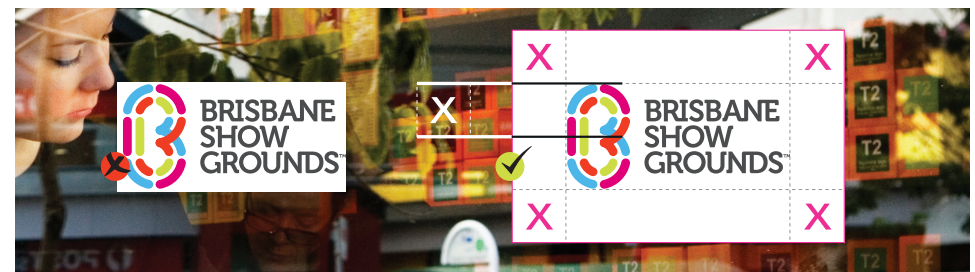


Don't show on backgrounds that have poor contrast with the logo colours: white backgrounds, or a dark grey background, are preferred.



Spot colour
Pantone PMS 7540c
Process colour
C0 M0 Y0 K85
RGB colour
R77 G77 B79
HEX colour
#4d4d4f

If the logo needs to be shown within a white box, include sufficient white space around the logo. This is explained within the minimum white space clearance (see across).





Press Advertising

Adding our name and address to your event details:

The correct format is:

- ✓ *Example Event*
10–12 Month 2014
Brisbane Showgrounds
<insert venue name if required>
Bowen Hills, Brisbane

If your ad is printing one-colour, use the solid, not halftone, version of our logo:



Incorrect usage.



Mono variation 85% Black.



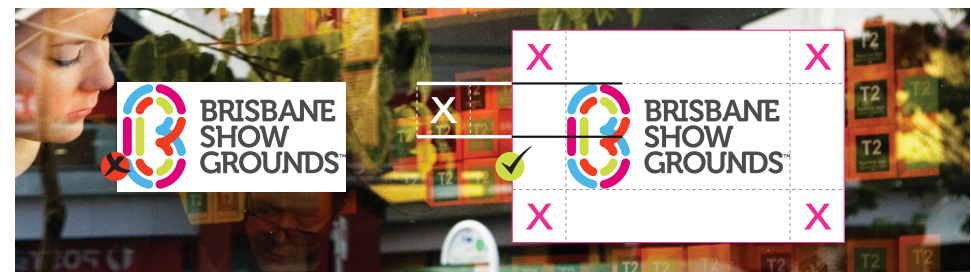
Mono variation 100% white.

Don't show on backgrounds that have poor contrast with the logo colours: white backgrounds, or a dark grey background, are preferred.



Spot colour
Pantone PMS 7540c
Process colour
C0 M0 Y0 K85
RGB colour
R77 G77 B79
HEX colour
#4d4d4f

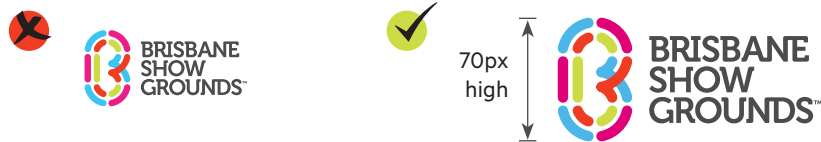
If the logo needs to be shown within a white box, include sufficient white space around the logo. This is explained within the minimum white space clearance (see across).





Web / Online

For online applications, don't show below 70px high.



If your ad is printing one-colour, use the solid, not halftone, version of our logo:

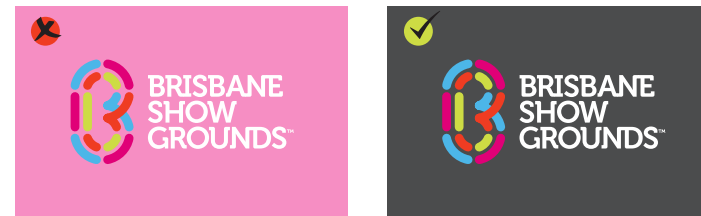


Incorrect usage.

Mono variation 85% Black.

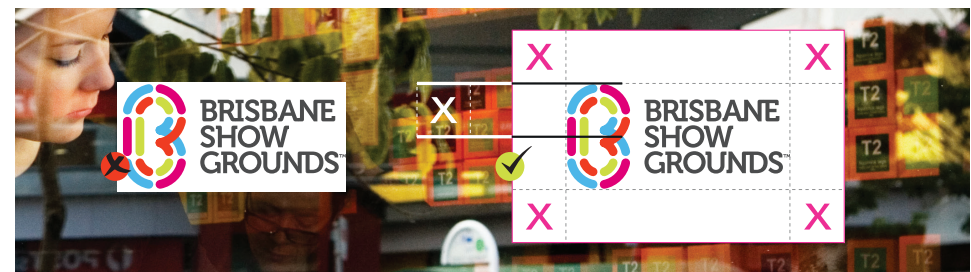
Mono variation 100% white.

Don't show on backgrounds that have poor contrast with the logo colours: white backgrounds, or a dark grey background, are preferred.



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C0 M0 Y0 K85
RGB colour
R77 G77 B79
HEX colour
#4d4d4f

If the logo needs to be shown within a white box, include sufficient white space around the logo. This is explained within the minimum white space clearance (see across).





Radio

Writing our name:

✓ **Brisbane Showgrounds**

✗ Do not use any of these other incorrect variations:

The Showgrounds, Brisbane Showground (without the final 's'), Ekka Showgrounds, Exhibition Showgrounds, Royal Queensland Showgrounds, Brisbane Royal Showgrounds, RNA Showgrounds.

Saying our name:

✓ **Brisbane Showgrounds**

✓ For radio or TV, a voice-over script would reference our name in the following way:

See you at Example Event, Brisbane Showgrounds, Bowen Hills, Brisbane.

'The Brisbane Showgrounds' would be correct in the following format:
Example Event returns for 2014 at the Brisbane Showgrounds, Bowen Hills, Brisbane.

TV

Adding our name and address to your event details:

The correct format is:

- ✓ *Example Event*
10–12 Month 2014
Brisbane Showgrounds
<insert venue name if required>
Bowen Hills, Brisbane <optional>, Australia <optional>

Saying our name:

- ✓ **Brisbane Showgrounds**
- ✓ For radio or TV, a voice-over script would reference our name in the following way:
See you at Example Event, Brisbane Showgrounds, Bowen Hills, Brisbane.
- ✓ ‘The Brisbane Showgrounds’ would be correct in the following format:
Example Event returns for 2013 at the Brisbane Showgrounds, Bowen Hills, Brisbane.

PR / Editorial / Speechwriting

At every mention, our name is:

✓ **Brisbane Showgrounds**

✗ Do not use any of these other incorrect variations when mentioning our name: The Showgrounds, The Brisbane Showgrounds (don't capitalise the 't' in 'the', unless it's at the start of a sentence), Brisbane Showground (without the final 's'), Ekka Showgrounds, Exhibition Showgrounds, Royal Queensland Showgrounds, Brisbane Royal Showgrounds, RNA Showgrounds.

Best examples



The RNA Showgrounds now has a new name

BRISBANE SHOWGROUNDS

HOME TO ... Ekka | The Marquee | Main Arena | The Plaza
Royal International Convention Centre (ROYAL ICC)
Stockmen's Bar & Grill | Governors Pavilion

More than 1 million people will visit the Brisbane Showgrounds in 2014!
www.brisbaneshowgrounds.com.au



BRISBANE SHOWGROUNDS

Most famously known for the annual Ekka, the Brisbane Showgrounds is also home to major music festivals like Soundwave; recreational events like the Brisbane Boat Show and Oktoberfest Brisbane; corporate events; and international conferences.

With a major regeneration project underway, you'll see this new precinct evolve over the next few years into *the place* to live, work, visit and have fun!



BRISBANE IN FULL COLOUR